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ZD Studios' New World Network Conf
Series Addresses the Changing Role C
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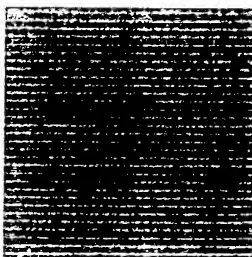## 25 Aug 1999

NEEDHAM, Mass., Aug. 25/PRNewswire/NEWSdesk/ -- Ziff-Davis announce
World Data Center Conference, an invaluable two-day conference designed to 1
increase their companies' business value by dramatically improving service lev
market. With the advent of the Internet and the growth of e-commerce, the rol
has changed from focusing on reducing operational costs to increasing busines
This critical IT conference will be held October 4 -- 5, 1999 at the Boston Park
Boston, Massachusetts.

"The growth of the Internet has put tremendous pressure on businesses to char
said Kim Myhre, vice president, ZD Studios. "The Web has become the new pla
companies must compete. As a result, many organizations are now re-focusing
create a 'new world' data center that will support the need of e-commerce. Trac
models must now be transformed into Web-enabled communications and tran
are focused on interacting with customers. The New World Data Center Confer
designed to help IT organizations make this transformation to increase e-busir

The New World Data Center, the fifth offering in ZD Studio's New World Netw
series, will bring together leading IT experts to share their insights, and provid
practical methodologies to support data center transformation. Attendees to th

Center Conference will hear first hand how to:

-- Harness the power of the Internet -- Create new IT business value -- Reduce revenue-generating applications -- Leverage emerging outsourcing services -- 1 satisfaction

Industry experts will also be on hand to share their perspectives on how integr: their companies overall success. Keynote addresses will be presented by:

-- Selby Wellman, senior vice president, Cisco Systems, Inc. -- Douglas Mow, v Internet multi-media marketing, Qwest Communications Speakers for the New Conference include: -- Susan Almeida, co-founder & managing partner, Netwo LLC -- Jay Bretzman, netfinity strategy & market segment manager, IBM Corp Burstyn, director, telecommunications industries, International Data Corporat Flanagan, vice president, The Cordis Group -- David Floyer, founder & vice pre ITcentrix -- Aaron Goldberg, executive vice president, ZD Market Intelligence · director/technical resources, Widener University -- David Hill, senior analyst/: management, Aberdeen Group -- Brian Jeffery, managing director, Internatior -- Paul Johnston, director/strategic marketing, Cambridge Technology Partnei Kaplan, director/strategic marketing, International Network Services -- John 1 McConnell Associates -- James Metzler, Ph.D., president, The Metzler Group -- president/network business practice, Renaissance Worldwide -- David Mosche senior researcher, Computerworld -- Art Petrella, network architect, Rosenblut David P. Vellante, president, ITcentrix
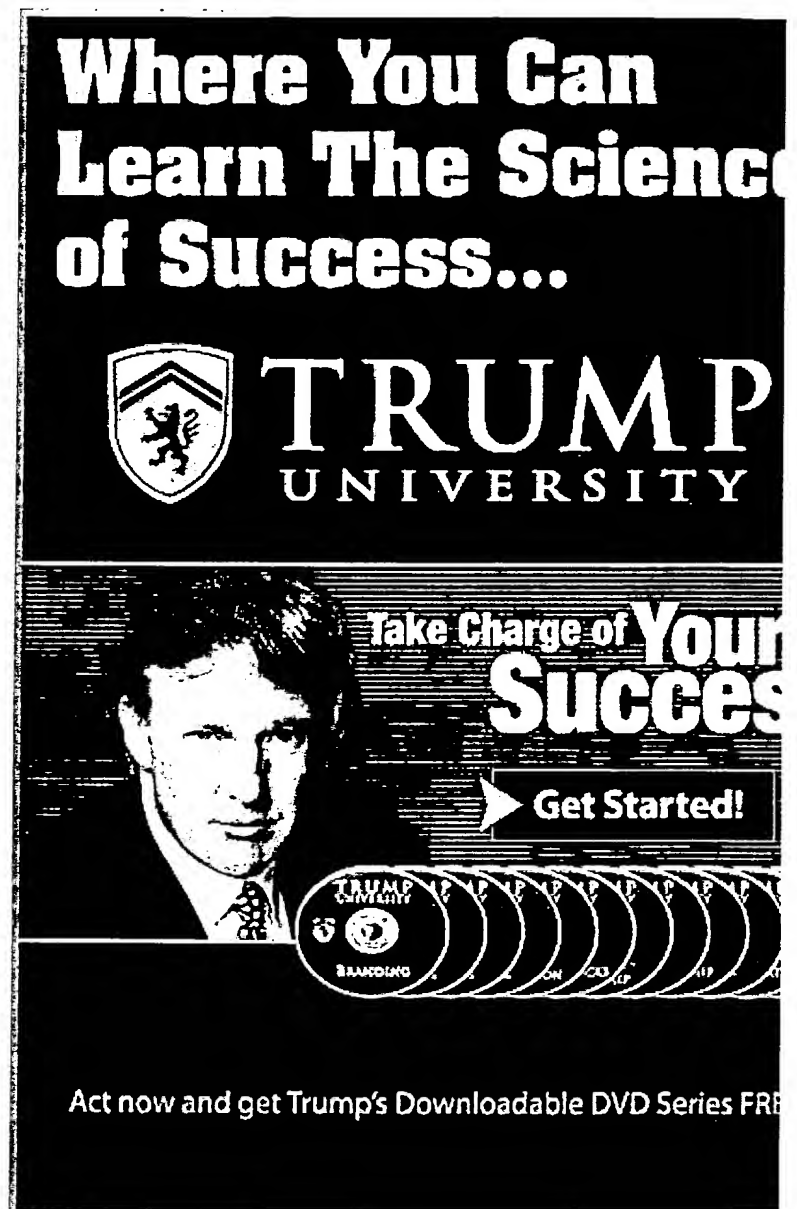
Cisco Systems, Inc., IBM and Qwest Communications are sponsors of the New

The New World Networks Conference series was developed by ZD Studios and conjunction with, ITcentrix, Interop, Inter@ctive Week and ZD Net. The Series end-users, service providers, equipment vendors and content generators mana opportunities presented by the transition form traditional voice-driven circuit-data intensive packet-switched networks.

For registration or additional information, contact Stacye Montez at 650-578-€ stacye_montez@zd.com . For more Conference information visit http://www.1

About ZD Studios

As a division of ZD Events, ZD Studios is dedicated to creating custom marketi
marketers in addition to some of the most attended, and highly regarded confe
in the industry. These face-to- face solutions are developed by a vast resource c
who have access to the global resources of Ziff-Davis including publishing, evei
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makers, and celebrities. This flexibility, combined with a solid foundation of ex
Studios as a leader in developing successful, creative, face-to-face marketing pi
leading technology companies.

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Internet-related technology, with principal platforms in print publishing, trade

conferences, online content, television, market research and education. Ziff-Dε
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publishing, trade shows and conferences, education, market research and telev
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